

VIEWS TO BUYERS · READER BONUS

The Description Box Blueprint Swipe File

20 description layouts that put the right link, label, and reason where viewers actually look

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20 fill-in-the-blank YouTube description layouts for affiliate videos, plus a three-style rewrite prompt

A companion bonus to Views to Buyers by Nathan Conner (Snowball Affiliate)

What This Is (and What It Isn't)

Your description box is where a viewer who already wants something gets a clear next step. This swipe file gives you 20 tested-in-structure layouts you can fill in within minutes. They cover the four video types affiliate creators make most: **review, tutorial, comparison, and best-of.**

Each layout covers four parts:

- 1 Line 1:** the hook and match line
- 2 Line 2:** the link line
- 3 Link label:** the words that sit on or beside the link
- 4 Reason to click:** one short line that makes clicking feel like the obvious next move

What this isn't: a magic-wording package. A good description can't rescue a video that doesn't match the viewer's intent, or a link that goes to the wrong page. Every template here assumes you're telling the truth about what you tested, showed, and know. Where a blank asks for a fact (time used, what you tested), fill it with something true or leave the template alone.

Every example below is **illustrative**. Products are generic (Software A, Gear B). No prices, specs, or results are asserted.

How to Apply (Fast Path: 20 Minutes)

Step 1. Pick one video. Choose a video that already gets views and has an affiliate link in the description. Improving a video with traffic teaches you faster than polishing a new upload.

Step 2. Identify the video type. Review, tutorial, comparison, or best-of. Jump to that section in Part 3.

Step 3. Choose one layout. Use the "Best when" line under each layout. Don't browse all 20. Pick one and move.

Step 4. Fill every blank. Use the Part 2 word banks if you stall. Keep each blank short.

Step 5. Run the Fold Test. Open the video on your phone and on a desktop. Look at what shows before the "...more" expansion. Is the link line, or at least the reason to click, visible or one tap away? Display varies by device and changes over time, so check your own screen

rather than trusting a rule of thumb.

Step 6. Run the Access Check (60 seconds). Click your own link in a private window. Does it land on the exact product or page you named? Does the page match what the label promised?

Step 7. Log it. Note the date, the layout number, and what you changed. You'll need this in Part 6.

Optional power move: Use the Three-Style Rewrite Prompt (Part 5) before Step 3 to generate three versions of your current description. Then choose with a scorecard instead of a hunch.

The Viewer-to-Buyer Bridge, Mapped to the Description Box

In Views to Buyers, the path from viewer to buyer runs through seven stages: **Intent, Match, Evidence, Trust, Action, Access, Conversion**. Your description box touches almost all of them. Here's where each lives:

Bridge Stage	Job in the Description	Where It Lives
Intent	Echo what the viewer came to solve	Line 1
Match	Say who this is for (and not for)	Line 1 or reason to click
Evidence	Point to proof you showed in the video	Reason to click, timestamps
Trust	Disclose clearly, state limits honestly	Disclosure line, "not for you if" line
Action	Give one obvious next step	Line 2 and link label
Access	Make sure the link works and lands correctly	Link destination, label accuracy
Conversion	Happens on the merchant's page, which you don't control	Everything above sets it up

Aha #1: Most weak descriptions fail at **Access**, not at copy. A beautiful label that lands on a generic homepage loses people who were ready to buy.

The Four Parts

Line 1: Hook + Match

Its job is to confirm: "Yes, this video is about the thing you wanted." It should work as a standalone sentence if nothing else gets read.

Line 2: The Link Line

One link. One label. One clear action. Don't stack five links here. Put the primary link first and everything else lower.

The Link Label

The label is the words the viewer reads right before clicking. It tells them what they'll see on the other side.

The Reason to Click

One sentence that answers: "Why now, and why this link?" Good reasons are concrete and honest: you showed it, it saves a step, it matches the version in the video.

The Rules of the House

- **One primary link per description.** Secondary links go below a divider.
 - **Disclosure sits where the viewer will see it.** Don't bury it at the bottom under 40 hashtags. Check the rules where you live and the terms of the program you're in. This is not legal advice.
 - **No claims you didn't show or can't support.** If the video doesn't demonstrate it, don't promise it.
 - **Match the label to the destination.** If the label says "See Gear B in the size I tested," the link must go there.
 - **Plain words beat hype words.** "Free trial" belongs only if there's a free trial. Never imply scarcity that doesn't exist.
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Use these when a blank stumps you.

Line 1 Formulas

- **Verdict:** [Product] for [person]: [verdict].
- **Question:** Is [product] worth it if you [situation]?
- **Outcome:** How to [result] using [tool], step by step.
- **Contrast:** [A] vs [B] for [use case]: here's how I'd choose.
- **Shortlist:** The [number] best [category] for [person/situation], and who each is for.

Link Label Formulas

Type	Formula	Use When
Destination	See [Product] [specific version/page]	Viewer wants the exact thing from the video
Outcome	Get started with [Product] for [task]	Tutorials, setup videos
Comparison	Check [A] / Check [B]	Head-to-head videos (separate lines)
Evidence	The exact [version/model/plan] I used	Reviews, tests
Resource	Everything I used in this video	Tutorials with a tool stack
Neutral	Product page for [Product]	When trust matters more than urgency

Label banned list (self-imposed): "Click here," "Link," "Don't miss out," "Amazing deal," "Best price ever." These say nothing, or promise things you can't control.

Reason-to-Click Formulas

- **Proof pointer:** I show [specific thing] at [timestamp], so you can compare it to the real page.
- **Version match:** This goes to the [version/type] I used, not a similar one.
- **Time saver:** Skip the research: this is the [plan/model] that fit [situation].
- **Fit check:** Best if you [trait]. Skip it if you [trait].
- **Next step:** If it matches your setup, this is where to start.
- **Disclosure-tied:** This is an affiliate link: I may earn a commission at no extra cost to you. (Confirm the wording against your program's rules and local requirements.)

Blank-Filler Bank

Time frames (use only true ones): after a week, after [X] weeks of regular use, after the first setup, across [number] projects, over [number] sessions.

Persona blanks: beginners, solo creators, small teams, people on a tight budget, someone switching from [old tool], people who only need the basics.

Criteria blanks: ease of setup, durability, learning curve, output quality, support, flexibility, noise, speed, portability.

How to read each layout: Replace everything in [brackets]. Keep what's outside them if it fits your voice. Lines marked Optional can be cut.

SECTION A: Review Layouts (1-5)

Layout 1: The Verdict First

Best when: your video states a clear conclusion early.

- **Line 1:** [Product A] review: [verdict in 5 words or fewer]. Best for [person].
- **Line 2:** → [Link label: The exact [version] I reviewed]: [URL]
- **Reason to click:** I show [what you demonstrated] at [timestamp], so you can check it against the product page.
- Optional: Not a fit if you [limit].

Layout 2: Who It's For / Who It's Not

Best when: your review has real caveats. This is the strongest Trust move on the list.

- **Line 1:** [Product A] is great for [person/situation]. It's not great for [person/situation].
- **Line 2:** → [Link label: See [Product A] if that sounds like you]: [URL]
- **Reason to click:** I explain the trade-off at [timestamp]. If you're in the first group, this is the page to start with.

Layout 3: The Long-Term Check

Best when: you've used the product for a genuine stretch of time.

- **Line 1:** [Product A] after [true time frame]: what held up and what didn't.
- **Line 2:** → [Link label: The [version] I've been using]: [URL]
- **Reason to click:** Best/worst parts at [timestamp] and [timestamp]. Link goes to the same version I use.

Layout 4: The Problem-Solver

Best when: viewers arrive with a specific frustration.

- **Line 1:** Struggling with [problem]? Here's whether [Product A] actually helps.
- **Line 2:** → [Link label: See how [Product A] handles [problem]]: [URL]

- **Reason to click:** I tested it on [specific task] at [timestamp]. If your problem looks like mine, you'll know fast.

Layout 5: The "Worth It?" Question

Best when: your title is a question and your answer is conditional.

- **Line 1:** Is [Product A] worth it for [persona]? Short answer: [answer + condition].
- **Line 2:** → [Link label: Check current details for [Product A]]: [URL]
- **Reason to click:** Details like plans, options, and availability change, so the product page is the safest place to confirm before you decide.

SECTION B: Tutorial Layouts (6-10)

Layout 6: The Outcome Promise

Best when: the video ends in a visible result.

- **Line 1:** How to [result] with [Tool A] in [number] steps, even if [starting limitation].
- **Line 2:** → [Link label: Get [Tool A] to follow along]: [URL]
- **Reason to click:** I use [Tool A] in every step, and the tool/plan I show is at [timestamp].

Layout 7: The Beginner's Starting Point

Best when: you're teaching someone with no prior setup.

- **Line 1:** New to [topic]? Start here: [what they'll be able to do] by the end.
- **Line 2:** → [Link label: Start with [Tool A]]: [URL]
- **Reason to click:** This is the entry point I use in the video. You don't need [advanced thing] to follow along.

Layout 8: The Everything-I-Used List

Best when: your tutorial uses a stack of tools or gear.

- **Line 1:** Everything I used to [result]: tools, gear, and settings in one place.
- **Line 2:** → [Link label: [Tool A]]: [URL] → [Link label: [Gear B]]: [URL]
- **Reason to click:** Each item is tagged with where it appears in the video: [Tool A] at [timestamp], [Gear B] at [timestamp].

Note: This is the one layout where two links in the top section is acceptable. Keep it to three or fewer.

Layout 9: The Error-Fix

Best when: your tutorial solves a specific "it's not working" problem.

- **Line 1:** Fix: [exact error or symptom] in [Tool A]. Takes about [true time].
- **Line 2:** → [Link label: The [tool/plan/part] this fix applies to]: [URL]
- **Reason to click:** The fix is at [timestamp]. If you don't have [prerequisite] yet, this link is the version I used.

Layout 10: The Before/After Workflow

Best when: your video shows a clear change in process.

- **Line 1:** My [task] workflow before vs after [Tool A]: what changed and what didn't.
- **Line 2:** → [Link label: See [Tool A] for [task]]: [URL]
- **Reason to click:** The comparison runs at [timestamp]. Worth it only if [condition]. I say when it isn't.

SECTION C: Comparison Layouts (11-15)

Layout 11: The Decision Rule

Best when: your video ends with "pick this if..., pick that if...".

- **Line 1:** [A] vs [B]: pick [A] if [condition]. Pick [B] if [condition].
- **Line 2:** → [Link label: See [A]]: [URL] → [Link label: See [B]]: [URL]
- **Reason to click:** My full reasoning is at [timestamp]. Choose from your situation, not mine.

Layout 12: Winner by Use Case

Best when: there's no single winner.

- **Line 1:** [A] vs [B]: [A] wins for [use 1]. [B] wins for [use 2].
- **Line 2:** → [Link label: [A], best for [use 1]]: [URL] → [Link label: [B], best for [use 2]]: [URL]
- **Reason to click:** Each verdict comes with the test I ran: [test 1] at [timestamp], [test 2] at [timestamp].

Layout 13: The Switcher

Best when: viewers are deciding whether to leave their current tool.

- **Line 1:** Switching from [Old Tool] to [New Tool]? What you gain, what you lose.
- **Line 2:** → [Link label: See [New Tool]]: [URL]
- **Reason to click:** I cover migration pain points at [timestamp]. If [deal-breaker] matters to you, watch that part first.

Layout 14: Budget vs Step-Up

Best when: you compare a basic option to a higher tier. Avoid stating prices unless you verify them live.

- **Line 1:** Basic [Product A] or the step-up [Product B]? Where the extra spend pays off, and where it doesn't.
- **Line 2:** → [Link label: Compare current options for [A] and [B]]: [URL]
- **Reason to click:** Pricing and tiers change, so check the page for today's details. I show the real difference at [timestamp].

Layout 15: The Scorecard

Best when: you scored products on named criteria.

- **Line 1:** [A] vs [B] tested on [criterion 1], [criterion 2], and [criterion 3].
- **Line 2:** → [Link label: [A], the version I tested]: [URL] → [Link label: [B], the version I tested]: [URL]
- **Reason to click:** Scorecard on screen at [timestamp]. Same tasks, same conditions, so you can see how I judged them.

SECTION D: Best-Of Layouts (16-20)

Layout 16: The Ranked List

Best when: your list is ordered and you've shown each pick.

- **Line 1:** The [number] best [category] for [persona], ranked, with who each one is for.
- **Line 2:** → [Link label: My #1 pick, [Product A]]: [URL]
- **Reason to click:** Full ranking with timestamps below. #1 isn't right for everyone, and I explain who should skip it.
- Below: 00:00 Intro / 01:10 #5 [Product] / ... / [time] #1 [Product A]

Layout 17: Best for [Persona]

Best when: your video targets one specific audience.

- **Line 1:** Best [category] for [persona]: [number] picks that fit [constraint].
- **Line 2:** → [Link label: Top pick for [persona]: [Product A]]: [URL]
- **Reason to click:** I chose these around [persona's real need], not around features nobody uses. My pick is at [timestamp].

Layout 18: The Shortlist of Three

Best when: you cut a large field down.

- **Line 1:** I narrowed [large number or "a crowded field"] of [category] down to 3. Here's the shortlist.
- **Line 2:** → [Link label: Option 1: [A], best for [use]]: [URL]
- **Reason to click:** All three links are below, each labelled with who it's for. Start with the one that matches your situation.

Layout 19: Pick by Situation

Best when: your list works like a decision tree.

- **Line 1:** Which [category] should you buy? Match your situation: [situation 1], [situation 2], or [situation 3].
- **Line 2:** → [Link label: If you [situation 1]: [Product A]]: [URL]
- **Reason to click:** Situation-based links are below. Pick the line that sounds like you, not the one that sounds impressive.

Layout 20: The Honest Update

Best when: you refreshed an older list. Say what actually changed.

- **Line 1:** Updated [month/year]: my [category] picks, what changed since the last version.
- **Line 2:** → [Link label: Current pick: [Product A]]: [URL]
- **Reason to click:** Changes: [true change 1], [true change 2]. Anything I haven't re-tested is marked in the video at [timestamp].

Only use this layout when you've really reviewed the list. An "Updated" label on an unchanged video erodes trust.

These are illustrative only. Products are placeholders. No prices, specs, or results are implied.

Example 1: Review (Layout 2 applied)

Before:

In this video I review Software A. Check it out here: [URL]. Like and subscribe! Links below.

After:

Software A is great for solo creators who want simple scheduling. It's not great for teams who need shared approvals. → See Software A if that sounds like you: [URL] I explain the trade-off at 6:40. If you're working alone, this is the page to start with. Disclosure: this is an affiliate link. I may earn a commission at no extra cost to you.

Why it works (Bridge view):

- **Match:** two audiences named in one line.
- **Trust:** says who should not buy.
- **Evidence:** points to a timestamp.
- **Action/Access:** a single link with a label that sets expectations.

Example 2: Comparison (Layout 11 applied)

Before:

Gear A vs Gear B! Links: [URL] [URL] [URL] [URL]

After:

Gear A vs Gear B: pick A if you travel often. Pick B if you mostly work from one desk. → See Gear A (travel pick): [URL] → See Gear B (desk pick): [URL] My reasoning is at 8:15. Choose from your situation, not mine.

Example 3: Best-Of (Layout 16 applied)

After:

The 5 best beginner [category] picks for small channels, ranked, with who each one is for. → My #1 pick, Gear A: [URL] #1 isn't right for everyone, and I explain who should skip it at 11:02. 00:00 Intro · 01:10 #5 · 03:05 #4 · 05:20 #3 · 08:00 #2 · 11:02 #1

Use this to turn one description into three clearly different versions, so you can compare them side by side and choose on purpose.

The Prompt (Copy and Paste)

You are a YouTube description editor for an affiliate creator with a small channel. Your job is to rewrite ONE existing description in THREE distinct styles so I can compare them side by side.

INPUTS

- Video type: [review / tutorial / comparison / best-of]
- Video title: [TITLE]
- Target viewer: [WHO IT'S FOR]
- Viewer's main intent: [WHAT THEY WANT TO SOLVE OR DECIDE]
- What the video actually shows or tests: [LIST ONLY TRUE THINGS]

- Key timestamps (if any): [00:00 Topic, etc.]
- Affiliate disclosure wording I use: [PASTE]
- Existing description: [PASTE FULL DESCRIPTION, INCLUDING LINKS]

HARD RULES

1. Do not invent facts, features, prices, results, testimonials, statistics, or scarcity. Use only what I provided.
2. Keep every URL exactly as given. Do not add new links.
3. Keep my disclosure present and visible near the top section.
4. Every version must contain: Line 1 (hook + match), Line 2 (link line with a descriptive link label), and one Reason to Click.
5. Keep each version's visible top section (Line 1 + Line 2 + Reason to Click) under about 300 characters, then put timestamps, secondary links, and extra detail below.
6. No hype phrases like "game-changer," "must-have," "don't miss out," or "best ever."

THE THREE STYLES

- STYLE A, "Plainspoken Verdict": lead with the conclusion. Short, direct, confident. Best for review and best-of videos.
- STYLE B, "Question-Led Match": lead with the viewer's question or problem, then state who it's for and who it isn't. Best for comparison and problem-solving videos.
- STYLE C, "Evidence-Forward Skimmer": lead with what the viewer will see (tests, steps, timestamps), then the link. Best for tutorials and test-based videos.

OUTPUT FORMAT

1. A table with three columns (Style A / Style B / Style C) and these rows: Line 1, Line 2 (with link label), Reason to Click, Disclosure placement.
2. Below the table, the full description for each style, ready to paste.
3. For each style, one line stating which Viewer-to-Buyer Bridge stage it emphasizes (Intent, Match, Evidence, Trust, Action, or Access) and why.
4. A "Needs your check" list: any phrase you were unsure was supported by my inputs, and any place where a link label might not match its destination.

The Side-by-Side Scorecard

Paste the three outputs into a document. Score each from 1 to 5. Your gut counts, but the scorecard slows you down enough to notice things.

Check	Style A	Style B	Style C
Intent: does Line 1 echo what the viewer wants?			
Match: does it say who it's for (and not for)?			
Evidence: does it point to something shown?			

Check	Style A	Style B	Style C
Trust: is disclosure clear and the tone honest?			
Action: is there one obvious next step?			
Access: does the label match the destination?			
Sounds like me?			
Total			

Tie-breaker: pick the version you'd be comfortable reading aloud to a viewer.

Follow-Up Prompts

Hybrid builder:

Combine Line 1 from Style [A/B/C], the link line from Style [A/B/C], and the Reason to Click from Style [A/B/C] into one description. Keep all rules from before. Flag anything that now reads awkwardly.

Honesty audit:

Review this description line by line. For each sentence, mark it SUPPORTED (it matches the facts I gave you), UNSUPPORTED (it adds a claim I didn't provide), or VAGUE (it says nothing specific). Suggest a plainer replacement for each UNSUPPORTED or VAGUE line.

Label sharpener:

Give me 8 alternative link labels for this link, each under 8 words, each describing exactly what the viewer will find at the destination. Avoid "click here," urgency language, and any claim about price or availability.

1. Run Single-Variable Tests

Change only one thing per test: Line 1, the link label, or the reason to click. If you change all three, you can't know what mattered. Wait for a meaningful stretch of traffic before judging, and log dates. Small channels have small numbers, so treat results as hints, not proof.

2. The Access Audit (Monthly, 10 Minutes)

For every video with an affiliate link:

- Click the link in a private window.
- Confirm the page matches the label.
- Confirm the product or version still exists.
- Re-read any claim that depends on availability or terms.

Broken or mismatched links stall a viewer who has already decided. Fixing them often takes less effort than any copy change.

3. The Timestamp-as-Evidence Trick

Your reason to click gets stronger when it points to a specific moment: "The durability test is at 7:12." A timestamp tells the viewer you aren't hiding behind adjectives.

4. The "Skip It If" Line

Add one honest limit: Skip it if [condition]. It filters out viewers who would have bounced or returned the product, and it builds the kind of trust that helps your next recommendation.

5. Mirror in the Pinned Comment

Copy your Line 1 + link line + reason to click into a pinned comment, adjusting the wording slightly. Some viewers read comments and never open the description. Keep the disclosure with it.

6. Layer Your Links

Structure your description in three zones:

- **Zone 1 (visible):** hook, primary link, reason to click, disclosure
- **Zone 2:** timestamps and secondary links, labelled by purpose
- **Zone 3:** about the channel, socials, and anything unrelated to the purchase

Primary intent lives in Zone 1. Never make a ready-to-buy viewer scroll through Zone 3 to find the link.

7. Write the Label from the Destination Backward

Open the landing page first. Read its headline. Then write a label that accurately previews it. That keeps Access intact and removes "I thought this went somewhere else" bounces.

8. Build a Personal Phrase Bank

After each video, save the Line 1 and reason to click you were happiest with. In a month you'll have a library in your own voice, and templates will start to feel like your own writing instead of someone else's.

9. Use the 5-Second Stranger Test

Show a friend the top three lines for five seconds. Ask: What is this about? Who is it for? What happens if I click? If any answer is wrong, fix that line.

- **Refreshing older videos:** Start with your highest-traffic uploads. Update Line 1, check the link, add a timestamp pointer. Only mark a video "updated" if something truly changed.
- **Series and playlists:** Reuse one layout across a series for consistency. Viewers learn where to look.
- **Multi-product videos:** Use Layouts 8, 18, or 19. Label every link by who it's for.
- **Videos without a clear product:** If the video doesn't match a product-purchase intent, don't force a link into Line 2. Intent first. A mismatched link hurts Trust.
- **Shorts and short-form:** Treat the description as a place to point to the longer video that carries the evidence, then link from there.
- **Collaborations or sponsored content:** Follow the platform's and your sponsor's disclosure requirements, which can differ from affiliate-only disclosure. When in doubt, ask the sponsor and check current platform guidance.

Copy this into your notes for each new video.

Video type: ☐ Review ☐ Tutorial ☐ Comparison ☐ Best-of **Layout number chosen:** _____

Intent (what the viewer wants): _____ **Match (who it's for / not for):** _____ **Evidence I actually showed (with timestamps):**

1 _____ at _____

2 _____ at _____

Line 1:

Line 2 (link label + URL):

Reason to click:

Skip-it-if line:

Disclosure (checked against program and local rules):

Access Check: ☐ Link clicked in private window ☐ Page matches label ☐ Version matches video **Fold Test:** ☐ Phone ☐ Desktop **Date published/edited:** _____ **One variable changed:** _____

A description box won't create desire. Your video does that. The description's job is smaller and more reliable: **confirm the match, show the evidence, be straight about the limits, and make the next step easy to find and safe to take.**

Here's your 7-point final checklist:

- 1 Intent:** Line 1 echoes what the viewer came for.
- 2 Match:** It says who the product is and isn't for.
- 3 Evidence:** The reason to click points to something you showed.
- 4 Trust:** Disclosure is clear and nothing is overstated.
- 5 Action:** One primary link, one descriptive label.
- 6 Access:** The link works and lands where the label says.
- 7 Conversion:** Nothing in the description promises what the merchant page can't deliver.

Start with one video today. Choose one layout, fill the blanks with true things, check the link, and log it. Then run the three-style prompt on your next upload and let the scorecard settle the debate.

Plain, specific, and honest descriptions tend to hold up over time.

For the full Viewer-to-Buyer Bridge framework behind this swipe file, see Views to Buyers by Nathan Conner (Snowball Affiliate).